

TO: Steve Piskor**DATE:** August 7, 1992**FROM:** Karen Eisen, Natalie Ellis**SUBJECT:** Qualitative Research on Promotional Programs

As promised, attached are directions for the remaining stops on our research tour.

Pittsburgh**Monday August 17****Tuesday August 18**

Campos Market Research 4:00 P.M. Males 21-24
216 Blvd. of the Allies Marlboro Red smokers
Pittsburgh, PA 15222 6:00 P.M. Males 25-34
(412) 471-8484 Marlboro Red Smokers

4:00 P.M. Females 21-30
Marlboro Lights smokers
6:00 P.M. Males 21-24
Marlboro Light smokers

Cincinnati**Monday August 24****Tuesday August 25**

Assistance in Marketing 4:00 P.M. Males 21-24
11890 Montgomery Road Marlboro Red smokers
Cincinnati, OH 45249 6:00 P.M. Males 21-30
(513) 683-6600 Camel FF/Light smokers

4:00 P.M. Males 25-34
Marlboro Red smokers
6:00 P.M. Males 25-34
Marlboro Light smokers

Los Angeles**Wednesday September 2****Thursday September 3**

Plaza Research 4:00 P.M. Males 21-24
6053 W. Century Blvd. Marlboro Red smokers
Los Angeles, CA 90045 6:00 P.M. Females 21-30
(310) 645-1700 Marlboro Light smokers
8:00 P.M. Males 21-30
Camel FF/Light smoker

4:00 P.M. Males 21-24
Marlboro Lights smokers
6:00 P.M. Males 21-30
Camel FF/Light smoker
8:00 P.M. Males 25-34
Marlboro Lights smokers

cc: A. Marrullier
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